

REFEREE'S REVIEW

Program:	Master in management (MIM), Concentration - General track
Student:	Valeriia Fedorova
Title of thesis:	Product returns related to impulsive buying in e-commerce

Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis. Justification of the topic choice; accuracy in defining the aim and tasks of the thesis; originality of the topic and the extent to which it was covered; alignment of the thesis' topic, aim and objectives.	<u>5</u>	4	3	2
Structure and logic of the text flow. Logic of research; full scope of the thesis; alignment of thesis' structural parts, i.e. theoretical and empirical parts.	<u>5</u>	4	3	2
Quality of analytical approach and quality of offered solution to the research objectives. Adequacy of objectives coverage; ability to formulate and convey the research problem; ability to offer options for its solution; application of the latest trends in relevant research are for the set objectives.	<u>5</u>	4	3	2
Quality of data gathering and description. Quality of selecting research tools and methods; data validity adequacy; adequacy of used data for chosen research tools and methods; completeness and relevance of the list of references.	5	<u>4</u>	3	2
Scientific aspect of the thesis. Independent scientific thinking in solving the set problem/objectives; the extent to which the student contributed to selecting and justifying the research model (conceptual and/or quantitative), developing methodology/approach to set objectives.	<u>5</u>	4	3	2
Practical/applied nature of research. Extent to which the theoretical background is related to the international or Russian managerial practice; development of applied recommendations; justification and interpretation of the empirical/applied results.	5	<u>4</u>	3	2
Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defense, correct layout of tables, figures, references.	<u>5</u>	4	3	2

Each item above is evaluated on the following scale, as applicable: 5 = the thesis meets all the requirements, 4 = the thesis meets almost all the requirements, 3 = a lot of the requirements are not met in the thesis, 2 = the thesis does not meet the requirements.

Additional comments:

The study presented to be reviewed is focused on the rather topical issue of product returns existing in the frame of well-developed and popular today e-commerce. This double sharp phenomenon has become one of the major challenges online retailers have faced. The work of Valeriia Fedorova provides an easy-to-follow reading with a balanced structure and a good flow of argumentation. The choice of topic and its relevance are well justified (pp. 7-8), the aim and objectives of the thesis are well explained and fully correspond to the research topic (pp. 9-10), and the research gap has been clearly identified (p. 23).

The thesis is based on a comprehensive review of existing literature with numerous references to relevant sources. The methodological approach is thoroughly described and addresses the research problem identified in the study (pp. 29-31). The process of data collection (pp. 32-35) and analysis is well explained and the results are reported in a transparent and well-understood manner (pp. 36-49). Statistical methods of data analysis are applied in the right way. Therefore, it is possible to define the framework of conducting present research as rather rigorous one.

The primary data – in good conformity with specifics of the factual object of research – is collected via social media networks being focused on a sample of Generation Y consumers (p. 31). This research decision makes sense since the Generation Y consumers are the most active online shoppers. However, the power of the data set could be stronger and the sampling could be significantly distorted due to gender asymmetry found in the said sampling (p. 36). Thus, the data set under consideration could be ameliorated in terms of so-called "microcosmos" approach.

Appropriate language and terminology are used by the author with a professional style well suited for academic research. Overall, the work is done on a high level.

Master thesis of Valeriia Fedorova meets the requirements of the Master in International Business Program, and according to the reviewer's opinion deserves an "excellent" grade, thus the author can be given the desired degree.

Date 03.10.2017

Referee:

Doctor of economic science

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Natalia Strekalova

A handwritten signature in black ink, appearing to read 'Natalia Strekalova', written in a cursive style.